

DDA 77-5710

26 October 1977

MEMORANDUM FOR: Assistant to the Director (Public Affairs)
FROM: Michael J. Malanick
Acting Deputy Director for Administration
SUBJECT: Recommendations for Future of CIA Tours
REFERENCE: Memo for DCI from Asst/DCI/PA, dated
17 October 1977, Same Subject

Herb:

As I read the attached memo, which the DCI has approved, we need to:

a. Send out some sort of notification about how tours will be handled in the future. An item in "Notes from the Director" should suffice and, George Cary could use this to notify the appropriate Congressional offices of what our policy is. I have asked [redacted] to prepare such a note.

b. Obtain a decision as to which exhibits will be set up on a permanent basis in this building. I will ask Logistics to include this as an agenda item for the Fine Arts Commission, citing the DCI's approval of your proposal.

c. Produce a film. The Office of Training will be tasked with this responsibility, and they will work closely with you.

[redacted]
STATINTL

Michael J. Malanick

Attachment

cc: AI/DDA
D/OL
D/OTR

77-932-213
DD/A Registry

77-5667

17 October 1977

MEMORANDUM FOR: Director of Central Intelligence

THROUGH: Acting Deputy Director of
Central Intelligence

FROM: ~~Acting Deputy Director~~ Herbert E. Hetu
~~and Assistant to the Director~~
~~(Public Affairs)~~

SUBJECT: Recommendations for Future of
CIA Tours

1. On Friday, 14 October, Agency staff members who have been working on the CIA tours since the idea first surfaced met again to discuss results of our family and N.O.W. tours and to formulate a recommendation for the future of the program. As you know, we have had eight family tours accommodating over 3,500 people, and one for about 200 N.O.W.'s. Attached for your information are summaries of the questionnaires received from these two groups.

2. The unanimous recommendations of our working group, in which I fully concur and urge your approval, are:

a. That there be no formal tours per se on a regular advertised basis.

b. That we do permit controlled visits on a case by case basis, similar to the N.O.W. tour, Sigma Delta Chi and Young Presidents Organization visits.

c. That the most popular exhibits be set up on a permanent basis to enhance such group visits. These would be in non-disruptive locations on the visit route (i.e., cartography and NPIC exhibits to be flat--wall mounted in the tunnel, etc.).

d. That such visits be scheduled only in evening hours or on weekends to minimize disruption and security problems.

e. That we work with established organizations/institutions to provide such visits in an orderly, long-leadtime basis. Lists of visitors to be supplied by the sponsoring organizations, i.e., there would be no wholesale distribution of tickets.

f. That tours, per se, or visits not be widely publicized, i.e., the visits would be a liberalized and expanded version of what we do now, enhanced by the permanently placed displays and an improved version of the multi-media show on intelligence history in the bubble.

g. That a 28 minute motion picture be professionally produced as an interesting and entertaining explanation of intelligence and the Intelligence Community for showing to groups visiting the Agency and for use outside the Agency in response to requests.

3. Future visits and production of the motion picture would be coordinated by my office in close cooperation with DDA.

SIGNED

Herbert E. Hetu
Attachment 1 and each visit is understood to be subject to the above, resulting

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cc /s/ Stansfield Turner 19 OCT 1977
APPROVED:

Director of Central Intelligence Date
desires to talk with the Director for a one-on-one personal contact with the Agency. Director felt best to guide who gave speech spoke too softly.

DISAPPROVED: Director believes the tour been was too slow
cc Director of Central Intelligence Date
and each visit is understood to be subject to the above, resulting

cc A/DDCI

A/DDA Director of Central Intelligence Date
D/Security Director of Central Intelligence Date
D/Logistics Director of Central Intelligence Date
OLC Director of Central Intelligence Date

A/DCI/PAO/HEH/kgt/17 October 1977

Distribution:

Orig - Addressee w/att (to be returned to A/DCI/PAO)

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Next 3 Page(s) In Document Exempt

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